# WEEKLY REVIEW

## THIRD WEEK SHOWS GAIN OF 117%

¶ Marvelous Record by G.-B. Salesmen keeps up.

¶ Dainty De Luxe does big business.

# The Weekly Review

Published in the Interest of the Sales Department of the Gerlach-Barklow Co.

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# OUR WONDERFUL THIRD WEEK

A gain of 117% over the corresponding week last year. Can you realize what this means? Of course, last year was our first, but last year we had a surprisingly large business, and to be able to more than double it in the second year is nothing short of marvelous. It means that we have been more than able to maintain our 100% gain. We don't mean, however, that business was better the week ending January 16th than it was the preceding week. As a matter of fact it was not quite as good generally. There were not so many men who had such big weeks to report, and there were not quite so many orders, but the average is better. For the corresponding week last year the average order amounted to about $47.00. This year year the average for the week is over $66.00. That helps to make the difference. The average for the preceding week was slightly under $60.00. Last year the only thing we had to compare our work by was the business that the other Companies had secured under similar conditions, and our showing was all that could be desired. This year we are not really in much better shape for making comparison. If we compare our business with that of some of the other leading calendar houses, the Murphy Company for example, for we know more about them than we do any of the others, we find that up to the time we left that concern, which was June 1st, 1907, that they had never but once in their history had a week's business which totalled more than our week ending January 16th, and remember it was only two years ago they did that.

We are frank to say that two important factors in making our big week of the year, and we presume that it will prove to have been the largest week of the year, were the single order sent in by our Canadian friends amounting to $3,000, and the record breaking business of Mr. T. R. Gerlach amounting to over $7,000. While these two items constitute an important factor in the week's total, yet without them the week's business would be considered under ordinary conditions to be phenomenal. For a Company in its second year, with these two items, it is marvelous.

When we look over the sales book and see the number of men and their reports, we cannot help conjecturing what would happen if all did as well as the average. Suppose that under ordinary conditions no man would drop below $400 and the totals would go upwards instead of up and down. What a great business it would mean for the G.-B. Company, and what a great business it would mean for every salesman on the force. Of course, there are some of you who would not be affected by this, because you are doing a big business now.

What is the reason that you are not all doing a good business? You have all the same line, and it is being demonstrated every day that it is a line that will meet the hardest kind of competition.

The only possible handicap that the new man is working under so far as actual conditions are concerned is his lack of knowledge of the business and of his territory. Acquaintance does cut some figure, but there are new men who are demonstrating and they are demonstrating in territory where we have had salesmen last year who absolutely fell down. They would write in and tell us that conditions were against them, that nobody was buying calendars and that nobody could sell calendars. This year the same territory under different management is blooming like the most fertile garden.

While there are some salesmen who are crazy over their line, and tell us that the principal trouble their customers have is to tell which one of the many good things to use, there are others who say that their prospective customers cannot find anything they want. If you are having such experiences it is your fault, not the fault of the line. Don't go to a customer hoping that he will find something in your line he likes. Go at him with a con-

viction in your own soul that you have the subject and the calendar that he should have and you are determined to sell it to him—make him see it. In the first place you want to impress your prospective customer that so far as calendars are concerned you are a bigger man than he is. You want to make him feel that you know more about calendar advertising than he does. You want to make him feel that you know more about how his business can be affected by calendar advertising than he does. Make him feel it in a way that he will want to ask for your help, for when a man feels that you know more about advertising than he does you have made a long start toward securing his signature on the dotted line at the southeast corner of your order blank.

If you are not filled with enthusiasm, get a good supply of it before you visit the next man. It takes fire to kindle fire. If you haven't got enthusiasm yourself, how can you impart it to your customer, and if you don't impart it to your customer, how do you expect to sell him?

If you cannot enthuse over your regular line of calendars you ought to be able to enthuse over your De Luxe. Here is something that no other calendar house can offer, at least not in the artistic form in which we offer it. As Mr. Cies says, handle your De Luxe calendars with the gentleness of touch that you would exercise in handling the daintiest flowers or the most delicate china. Show your customers that you value them yourself. You know that the value of a man or of his products are gauged largely by the price he places upon himself or them.

Don't waste time wishing you could do what other men do and saying that you could do it if buyers in your territory were not so slow or indifferent. Buyers are pretty much the same the world over. If the salesman is slow the buyer is slow. If the salesman is full of ginger, the buyer is likely to be livened up somewhat. A man hates to admit that his failure is due to his own weaknesses. He lays it all to conditions. He goes along day after day and be-

## STANDING OF G.-B. SALESMEN FOR WEEK ENDING, JAN. 16th, 1909

| | Sales Old Men. | Sales New Men. | Days Business. | No. Orders. |
|---|---|---|---|---|
| Albert | 16 | | 3 | 11 |
| Anderson | | 37 | 5 | 15 |
| Atherhold | | 43 | 7 | 17 |
| Barber | | 6 | 3 | 12 |
| Barclay | | 10 | 2 | 8 |
| Bayley | | 4 | 1 | 3 |
| Beecham | | 43 | 7 | 17 |
| Beelman | 17 | | 1 | 10 |
| Betton | | 17 | 2 | 11 |
| Bing | | 26 | 4 | 11 |
| Blodgett | | 29 | 6 | 15 |
| Bruce | 23 | | 2 | 11 |
| Bryon | | 3 | 2 | 5 |
| Carter | 12 | | 1 | 7 |
| Cies | 3 | | 1 | 7 |
| Coleman | 7 | | 2 | 6 |
| Considine | | 2 | 1 | 7 |
| Coulter | | 20 | 2 | 8 |
| Ellis | | 24 | 3 | 13 |
| Fadely | 24 | | 3 | 11 |
| Fairbairn | 20 | | 2 | 10 |
| Finley | 8 | | 1 | 8 |
| Frank | | 22 | 4 | 14 |
| Gerlach, A. E. | 9 | | 1 | 9 |
| Gerlach, K. H. | 2 | | 2 | 4 |
| Gerlach, T. R. | 1 | | 1 | 2 |
| Givan | 29 | | 6 | 16 |
| Greenhalgh | 30 | | 7 | 17 |
| Grossman | | 23 | 3 | 12 |
| Harris | | 28 | 5 | 13 |
| Hayes | | 35 | 6 | 15 |
| Heneghan | | 42 | 5 | 15 |
| Howe | | 27 | 4 | 14 |
| Huffert | | 12 | 4 | 11 |
| Keen | | 31 | 5 | 13 |
| King | | 32 | 4 | 13 |
| Lambert | | 19 | 3 | 10 |
| Lindon | | 33 | 6 | 13 |
| Lott | 26 | | 6 | 16 |
| Lindsley | 15 | | 1 | 9 |
| McBride | | 25 | 4 | 14 |
| McCully | 27 | | 4 | 14 |
| McDonald, H. B. | | 5 | 1 | 4 |
| McDonald, W. A. | | 11 | 4 | 10 |
| McFadden | | 7 | 3 | 11 |
| McLaughlin | | 21 | 2 | 9 |
| Marks | | 38 | 6 | 16 |
| Meyer | 4 | | 1 | 6 |
| Moore | 11 | | 2 | 7 |
| Morton | 22 | | 4 | 11 |
| Myers | 21 | | 2 | 9 |
| Osmun | 10 | | 2 | 9 |
| Paige | | 15 | 2 | 12 |
| Parks | | 8 | 1 | 5 |
| Peirce, L. I. | | 34 | 6 | 16 |
| Peyton & Co. | | 30 | 4 | 14 |
| Pierce, W. B. | | 14 | 4 | 14 |
| Publow | | 40 | 6 | 16 |
| Reilly | | 9 | 2 | 10 |
| Roberts | | 1 | 1 | 1 |
| Rosenfield | 30 | | 7 | 17 |
| Rowe | 6 | | 1 | 5 |
| Saxton | | 18 | 3 | 11 |
| Scatchard | 28 | | 5 | 15 |
| Scott | 18 | | 3 | 13 |
| Shepard | | 13 | 1 | 10 |
| Shimmin | 13 | | 2 | 10 |
| Smith, F. A. | | 16 | 2 | 11 |
| Smith, H. E. | 14 | | 2 | 9 |
| Thompson | 25 | | 5 | 14 |
| Ungerer | 19 | | 2 | 9 |
| Urmson | | 39 | 6 | 16 |
| Wallace | | 41 | 6 | 16 |
| White | | 43 | 7 | 17 |
| Whittier | | 43 | 7 | 17 |
| Wilkinson | | 36 | 6 | 14 |
| Woodman | 5 | | 1 | 6 |

cause some other calendar salesman is doing no better than himself he says that nobody is selling calendars and therefore he cannot be expected to, but when there are fifty men on our force who are doing a fair to excellent business you can depend upon it that every other salesman can do the same. We don't believe there is a valid excuse in any territory for a man utterly falling down if he will work with enthusiasm.

Now the next time you call on a prospective customer, go in with the determination to convince him that you have what he wants. Make him want it so badly that he won't think of waiting for someone else. It is all nonsense to say that there is any man who wants to buy calendars who cannot find good things in the G.-B. line. The trouble lies with the salesman. Make the prospective buyer look at the subjects through your eyes, and be sure that your eyes are trained right in advance.

I wish I could impress upon every one of you—who need it—the importance of the preceding few remarks. I wish that you—who need it—would read and re-read these remarks until you thoroughly convince yourself of their importance, and then I believe you can go out and sell calendars if you haven't sold a dollar's worth so far. Determination on the part of the salesman is worth a lot. It will overcome all kinds of difficulties. We have one young man on the force who has been a failure so far as appearances go, but because of his unlimited confidence we have let him go on against our better judgment, and the way he is beginning to send in business it looks as though he was going to make good in spite of our predictions. If he does he is going to be a star some day because he has the right stuff in him.

Present indications are that with ordinary conditions the remainder of the year we are going to do a business that will utilize almost our entire new plant, even if it is the largest in the world, but if we could put into each salesman the right amount of ginger so that he would go out with a determination and enthusiasm which would enable him to do an average business, the G.-B. Company would require every inch of space that our new building will provide.

Now go out, and whether you are a competitor for one of the young ladies who are hanging in the writer's office or not, determine to do your share towards making February a good big 100% increase over last year.

# THE WEEK IN DETAIL.

## Gross Sales--Old Men.

We have already told in detail the story of Mr. T. R. Gerlach's record breaking effort. Altogether he secured 22 orders and they amounted to $7009.28. One or two of the orders will undoubtedly be increased, so that the gross business for the week will probably reach close to $8,000.00 before the end of the year.

Mr. K. H. Gerlach lost out one day during the week, yet his 14 orders amount to $2105.60.

Mr. Cies got business every day, enough of it included in his 10 orders to give him third place, with $840.00. He owes his perfect week to a $9.00 order for blotters secured late Saturday night. He also owes the large volume to Wednesday's and Thursday's work. On Wednesday he secured a large order amounting to $468.50; on Thursday three orders amounting to nearly $200.00. During the first three weeks last year Mr. Cies sold 19 orders amounting to about $450.00, while this year he sold 33 orders amounting to $2350.00. Mr. Cies is evidently playing place and to win, Days' Business and Increase in Business, to say nothing of Gross Sales, in the contest.

Mr. Meyer is the lucky man to follow Mr. Cies, with 11 orders amounting to $739.00. Mr. Meyer's best day was Friday, when he secured three orders amounting to $355.00. He also had two other good days, Tuesday, with an order amounting to $104.00, and Wednesday, with two orders amounting to $171.75. Mr. Meyer has been a consistent performer from the beginning. Each week his business has improved. We trust his last week of the month will be the best of all.

Now we go down to the foot of the column to find No. 5, Mr. Woodman, with 11 orders amounting to $630.45. Here is another steady producer. His first week was just under $700.00; his second just under $500.00, and now his third week is nearly equal to his first. There is nothing remarkable about his business either, except the steady flow without missing a day. His biggest day's business was secured on Thursday, when it took three orders to amount to $133.00. At this writing enough of his reports for the fourth week are in to show that he is keeping up the gait. During the first three weeks last year he secured 19 orders, amounting to about $800.00. This year he has 32 orders, amounting to about $1900.00. From the way he goes after the

business it is evident that he has his eye on one of Palm's beautiful girls.

Mr. Rowe is No. 6, with 13 orders, amounting to just under $600.00. This business was all secured by a steady grind, something every day. His best business was secured on Saturday, two orders amounting to $178.00.

Mr. Coleman has played in hard luck for the last two weeks. We have no report from him for Saturday, the 16th. The chances are he was tied up in a snow slide. He has been caught twice in such a predicament and has lost a great deal of time thereby. Even without any Saturday business he has 11 orders, amounting to $544.00. This is just regular business, because it took five orders to amount to $218.00 on Monday. The only other day that he passed the hundred mark was on Friday, when it took two orders to do it. Mr. Coleman is another man who is strictly in the running for one of the Palm girls. Last year his first three weeks netted him less than $800.00, divided among 21 orders. This year his 35 orders amount to over $2200.00. The boys are certainly making some great records in the matter of increase in business, and it is encouraging not only to the men who are doing it themselves, but it shows the new men on the force the possibilities of the second year. It also proves conclusively that the G.-B. Co. has been able to deliver the goods in a way that the public approves.

Mr. Finley has kept up the good work, although he is not approaching his startling first week's record. His nine orders amount to $542.00. His biggest day's business was included in one order, Wednesday, $127.00. Nearly $2500.00 in three weeks isn't so bad. Mr. Finley is another aspirant for the Palm young ladies.

Mr. A. E. Gerlach is a steady performer. He never misses a day and his total is generally very satisfactory. For this week he has eight orders, amounting to $521.00. Most of it is bread and butter business. On Monday he got one order amounting to $150.00, and on Saturday three orders amounting to $202.00. Mr. Gerlach finds it possible to get business on Saturday as well as any other day, even though he is working in a large city. Furthermore, he finds it possible to get business every day, and he is getting it in much larger bunches than he got it a year ago. Then his first three weeks netted him 24 orders, amounting to $650.00. This year his 22 orders amount to about $1500.00. He is in the competition on several points, because he has not missed a day, he is making a splendid increase, and he takes practically nothing but straight orders.

Mr. Osmun is No. 10, with eight orders amounting to $512.00 and business every day but one. On Monday he lost out; on Tuesday he secured one order amounting to $135.00; on Friday he got two orders amounting to $206.00.

Mr. Moore, the 11th man, drops below $500.00. It took ten orders to amount to $465.00. None of them were large, but there was some fair average business in the lot. Considering the disadvantages of transportation which Mr. Moore has to contend with up in his North Dakota territory at this time, he is doing well, and furthermore, he is building up a trade that means a great deal more business for him in the future. While his percentage of increase is not so great as some of the others, it is an exceedingly substantial increase at that, nearly 100%.

One might go down the line considerably farther and find interesting material to write about, but it is sufficient to say that "among those present" with substantial business for the week were Mr. Carter, with business every day, 10 orders, almost reaching Mr. Moore's total; Mr. Shimmin, with business five days, seven orders amounting to only $5.00 less than Mr. Carter, with an increase to date of nearly 400% over last year; Mr. H. E. Smith, with business five days and eight orders, amounting to $3.00 less than Mr. Shimmin; Mr. Lindsley, with business six days and eight orders, amounting to $20.00 less than Mr. Smith; Mr. Albert, with six orders well over the $400.00 mark; Mr. Beelman, Mr. Scott, Mr. Ungerer, Mr. Fairbairn, Mr. Myers, and Mr. Morton to say nothing of a number of stragglers who did just fairly well.

## Gross Sales--New Men.

Mr. Roberts is certainly doing some tall hustling for the gross sales prize for new men. Following up his remarkable week of January 9th he reports 24 orders amounting to $732.50, which indicate that it was mostly bread and butter business. On Thursday he reports eight orders amounting to $242.00. Again on Saturday there are eight more, amounting to $212.00. The week before he had at least one big order. This week he has none, but just to show that he can get big business, we are just in receipt of a report from him with an order calling for 4M of the 8x14 De Luxe, but we will tell about that later.

Mr. Considine is No. 2, with 10 orders

amounting to $624.00. It was all ordinary business, except a nice order he got on Saturday amounting to $300.00, and he got business every day. Our report of Mr. Considine's second week was hardly a fair one. He secured an order amounting to $313.00, but owing to a complication it was not sent in at that time. This order was credited to Mr. Ungerer in the Week's Sales, which would naturally have affected the standing of each materially.

Mr. Byron continues to keep up the pace and reports 13 orders amounting to $557.00, and business five days.

Mr. Bayley is No. 4, with business every day and 16 orders, amounting to nearly $500.00. Mr. Bayley started late, but he has centainly been getting a move on him.

Mr. H. B. McDonald is very close to Mr. Bayley, with business every day and 14 orders, in fact, there is only $1.00 between them. Mr. McDonald is making his Texas territory blossom like a rose. He is not finding very many big ones, but if you get enough average orders, it will make more than an average business.

Mr. Barber fell down two days, but even at that he managed to get five orders, amounting to a respectable total, well over $400.00.

Mr. McFadden, with six orders, is No. 7, his total being bunched right close to the two or three preceding ones.

Mr. Parks reports six clean days, with 13 orders, and a respectable total.

Mr. Reilly missed one day, but his seven orders aggregated just $3.00 under Mr. Park's total.

Others who made a good showing were Mr. Barclay, with nine orders; Mr. W. A. McDonald, with seven orders; Mr. Huffert, with six orders; Mr. Shepard, with seven orders; Mr. W. B. Pierce, Mr. Paige, Mr. F. A. Smith, Mr. Betton, Mr. Saxton, and Mr. Lambert. There were quite a number among the "also rans" who made a fair showing.

## Days' Business.

The reports under this head were not quite as good as the previous week. There are only sixteen men who show a clear record. The list includes the following: Mr. Bayley, Mr. Beelman, Mr. Carter, Mr. Cies, Mr. Considine, Mr. Finley, Mr. A. E. Gerlach, Mr. T. R. Gerlach, Mr. Lindsley, Mr. H. B. McDonald, Mr. Meyer, Mr. Parks, Mr. Roberts, Mr. Rowe, Mr. Shepard and Mr. Woodman.

There were, however, a considerably larger number who missed out only one day each—eighteen in all, so that probably the average is quite as good, or better, but we are so anxious to have every salesman get the habit of not sending in a blank report that we are not satisfied with anything short of the very best possibilities. We know that success on this point rests almost entirely with the salesman. We don't mean that it is always advisable to try especially to get business every day. We can conceive a condition where it would not pay to do so, for example, if a salesman finds it necessary to devote an entire day to working on an important order, which he finds it impossible to land at the time, it would be foolish to endanger that order by quitting in the midst of it for the purpose of going around the corner to get a $9.00 blotter order. These conditions, however, do not arise every day, nor every week, and many salesmen don't have them come up at all. If you can all get the same feeling about it that a few of you have that it is a real discredit to send in a report without an order it won't take long to get the habit.

## Number of Orders.

Mr. Roberts has No. 1 standing under all three heads. He secured 24 orders for the week against Mr. T. R. Gerlach's 22. Both of them have a long lead over No. 3—Mr. Bayley with 16 orders.

The man who takes average sized orders and can learn how to do it quickly should be able to materially increase his business. As we have frequently pointed out, enough bread and butter orders will make a substantial showing at the end of the week or month. Mr. K. H. Gerlach and Mr. H. B. McDonald tie for fourth place with 14 orders each, while Mr. Byron, Mr. Parks and Mr. Rowe report 13 orders, and all have a good total. No. 6 have 11 orders each and No. 7 have 10 and so on down the line.

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### REQUESTS FOR CASH.

You have your regular requisition blanks for commission checks. You are expected to fill one of these out when you want us to send a remittance and say where you will be. Do this regularly, and it will not be overlooked, as these brown remittance slips are taken care of as soon as the mail is opened. Then if your account warrants our sending you the money it will go out by the first mail. A little attention to these details will avoid the necessity of your wiring for money.

# SOME GOOD ORDERS

The following is a list of some of the good orders booked during the week ending Jan. 16th.

A dealer in mason's materials placed an order with Mr. Albert, the subject selected being "A Virginia Home in Summer" in series M25. The order amounts to $159.00. Mr. Barber sold a laundry a bill amounting to $187.55. Their selection was "His Last Farewell" in small and large sized mounts and in series 3 roll with tubes. Another good order Mr. Barber landed was from a business college. Their selection was "Raising the First American Flag" in series 7 roll and M30 mount. They also ordered 50 jumbo rolls.

Mr. Beelman sold a bank a mixed order amounting to $108.00. A clothing company placed an order with Mr. Blodgett amounting to $118.00, their selection being "Doris" in series M6 and "A Fair Worshipper" in series M31. Mr. Byron sold a large wholesale grocer "Raising the First American Flag" in jumbo mount, the order amounting to $125.00. A firm manufacturing vitrified brick placed an order with Mr. Cies, their selection being "Ready for the Day's Work" in series 9 roll. This order amounts to $103.50. The best order Mr. Cies has landed so far this year is one that he secured from a milling company. He sold them Fery series mailing cards, the order amounting to $468.50.

Mr. Considine secured an order from a large bank, who by the way we sold last year. The order is for a special for which we have the plate, and amounts to $300.00. A trust company gave an order to Mr. Considine for "Raising the First American Flag" in series M7. This order amounts to $99.00. Mr. Finley sold a fire insurance company subject "Off the New England Coast" in series M25 with embossed advertisement, the order amounting to $127.50. Another good order of Mr. Finley's was secured from a dealer in flour and feed. They selected "Fireside Reveries" in series 6 roll and M6 mount, the order amounting to $134.10. Still another order of Mr. Finley's was from a bank. He sold them "Violet" in series M16, the order amounting to $102.25. Mr. A. E. Gerlach sold an insurance company 500 of "Lincoln in '61" in series 4 roll with tubes, the order amounting to $139.50.

Mr. K. H. Gerlach's best order of the week was secured from a plaster manufacturer. It calls for Fery series blotters, amounting to $522.00. His next best order was given him by an insurance company. He sold them left overs in mounts and rolls, also "Raising the First American Flag" in jumbo rolls. The entire order amounted to $497.90. Another order was given him by a charcoal iron company, their selection being 15x20 De Luxe, and was a mixed order amounting to $268.75. Another good order he secured was from a bank, the subjects sold being "The Edge of the Wood" and "The Sentinel." This order amounts to $197.20. A coal company gave Mr. Gerlach an order for "Dutch Fishing Boats" and "Violet" in De Luxe, the order amounting to $120.00. An implement company selected "Monarch of the Farm Yard" in series 20 roll. Their order amounts to $105.00.

Mr. Huffert secured two good orders during this week, one was from a grocery, their selection being "Safely Guarded" in series M7. The order amounted to $99.00. His second good order was from a marble works. He sold them "Tender Memories" in series M10 and M2. A milling company gave Mr. Lambert a mixed order in series M16 amounting to $93.50.

Mr. Lindsley's best order of the week was secured from a bank. He sold them "Raising the First American Flag" in series 1 roll and "His Last Farewell" in series D21. This order amounts to $177.75. Mr. McBride sold a dealer a mixed order of hangers amounting to $116.10. Mr. H. B. McDonald secured an order from a drug company for Palm mailing cards for monthly distribution. The order amounts to $123.00.

A bank placed an order with Mr. W. A. McDonald, their selection being "Isabel" and "Violet" in series D28. The order amounting to $130.00. Mr. Meyer secured an order from a candy company amounting to $235.00. He sold them "Violet" in series M16 and "The Sisters" in series M4. Mr. McFadden sold a feltilizer company a mixed order, amounting to $152.00. Another good order of Mr. Meyer's was secured from a bank. He sold them "Marion" in series D28 at $135.00. Still another nice order of Mr. Meyer's was from a tannery, their selection being "Doris" in series 6 roll. This order amounts to $104.40.

Mr. Moore sold a realty company a bill amounting to $101.22, their selection being "An English Fishing Village" in series 2 roll and series M2 mount, also a small lot of envelope calendars. A bank placed an order with Mr. Osmun, their selection being "Autumn in the Tyrol" in series D27. They also ordered 200 plain business calendars, the entire order amounting to $138.75. Mr. Paige secured an order from a milling company. Their selection was "His Last Farewell" in series M3, the order amounting to $120.00.

A creamery placed an order with Mr. Pierce amounting to $212.50. Theirs was a mixed order for 1000 regular mounts and 500 De Luxe mounts. Mr. Reilly landed an order from a coal and wood dealer. Their selection was "Moonlight on the Old Canal" in series M30 and "The Sentinel" in jumbo roll, the entire order amounting to $165.50. Mr. Rowe sold a lumber and coal dealer "Edge of the Woods" in series 20 roll. This order amounts to $97.40. A real estate and insurance company also placed an order with Mr. Rowe, amounting to $126.40. Their selection was "A Little Mimic" in series 19.

A grain commision company placed an order with Mr. Scott amounting to $164.00. Their selection was "Alice" in series M19 with reinforced mailers.

Another nice order Mr. Scott secured was from a mercantile company. He sold them "A Hampshire Cottage" in series M10 with embossed advertisement. The order amounted to $311.50. Mr. H. E. Smith secured an order from a shoe dealer. Their selection was "Halloween" in series M25 and "The Sentinel" in jumbo hangers. This order amounts to $126.90. Mr. Ungerer's best order of the week was taken from an insurance and loan broker. He sold them "Beech Forest, Springtime" in series D15. The order amounts to $105.00.

### ROUTE CARDS.

We have repeatedly asked that every salesman send us in a route card. In filling out this route card, take particular pains to make it complete—it isn't sufficient to put down the names of the towns. Add the State and indicate where you are asking for mail, and then don't forget to date it and sign it. It would surprise some of you methodical men if you knew how many route cards come in without names signed to them. If this is discovered at the time they come out of the envelope the proper name can be attached, but sometimes it is not discovered until later, and then the question arises—"Whose card is it?" Generally speaking, the successful salesman is the man who looks after all these details carefully. A little mistake in making out your route card may mean the loss of a big order just because we cannot reach you in time.

Another thing. Don't forget in making out your requisition and route card to allow a reasonable length of time for your letter to reach us, and our reply to reach you.

# BROKEN PROMISES

As we have said before in the columns of the Review, promises are made to be broken. We referred particularly to promises made by business men to wait for some particular calendar salesman.

Mr. H. E. Smith, who is a successful salesman, and who takes defeat as gallantly as anyone under the same circumstances, had a particularly aggravating experience on the 15th. He had written a number of his prospective customers that he would be on hand on the 15th, and several had answered his letter saying that they would wait to see him before buying. All of them in that particular town had told him the same thing personally when he called last Fall. Instead he found that several good buyers had utterly ignored their promises and placed their orders elsewhere. We don't like to record the defeat of a G.-B. salesman, but we are mentioning this simply to show that representatives of other houses succeed in getting business men to break their promises, and what is fair for them is fair for G.-B. salesmen. The next time a business man tells you that he has promised to wait for the other fellow, just call his attention to these circumstances. While, of course, the other fellow will be disappointed, it will be a disappointment that is not wholly unexpected. You, of course, would like to have everybody wait for you, but you don't expect them to do it. If they did wait for you they would get the best service in the way of calendar advertising, and it would pay them to wait for you, while if they wait for the other man they will not get the best service, and they may not get the best service even from you if they put off buying until after they have seen the other fellow and then place the order for you, for in the meantime you may have sold the very thing they wanted. The experience of our customers this year with G.-B. calendars has demonstrated that no other houses furnished more satisfactory goods.

Now, go out with the determination not to be turned down just because the buyer tells you that he has promised to wait for some one else.

### ONE THING AT A TIME.

The older salesmen, most of them at least, understand how to handle their correspondence with the house, but there are a good many of the new men who don't, and we are going to tell you about it, for we are awfully busy here at the office, and any time you can save for us means a great deal to us.

In the first place, don't write to us on hotel stationery about anything that requires our attention. If you are just simply writing about the general condition of things and a letter that doesn't require an answer, we don't object to your using the hotel stationery, but if you are writing about an order, if you are making inquiry about something you don't fully understand, or if you are asking for quotations, use the pink memos to the house—the blanks we furnish for that purpose, and write about one subject on a sheet. If you have about half a dozen subjects to write about, use a separate sheet for each. Write as briefly as possible. If each of you writes one letter a day, it means at least eighty letters which have to be gone over by two or three people. Therefore, the briefer you make them the more likely are they to receive prompt attention, and the less time it takes us to look after them.

Don't use the steel embossed stationery we furnish you to write to the house. That stationery is furnished you to write to your customers. It is too expensive for correspondence with the house, and it is too bulky.

Above all things don't ask for money in a letter. Send your requisition and explain your requirements on the brown requisition blank.

Don't use a letter to ask us to send samples. Use

the yellow requisition blank. You can explain it in a letter attached to the requisition blank, but be sure to refer to the requisition blank.

If you will observe the foregoing you will assist us in facilitating the correspondence in the office and will save us a lot of time and annoyance.

## NAMES FOR ADVERTISING RECORD.

If it were possible to place our house calendar in the hands of every good calendar buyer before any orders are taken, there is not a doubt but that a considerable percentage of the buyers would wait to see what a concern who puts out a house calendar of that kind has to offer. This shows how important it is for the salesmen to supply us with the necessary information to enable us to do this very thing. We want the names of all the well rated concerns who are calendar buyers. Just to illustrate, here is a letter from a manufacturing concern in a good sized Western town. The letter is written by the Secretary of the company.

"I beg to acknowledge on behalf of the firm receipt of your calendar for 1909. It is a very beautiful work of art, and I appreciate it very much. We have been purchasing our calendars from a St. Paul concern, and have never had the pleasure of meeting your representative, but if you will have him call on us with your line for 1910, I assure you it will receive our favorable consideration."

We are referring this letter to Mr. Roberts who has been turning in such a splendid business since the second week in January, and we feel sure that if there is a real chance of getting an order there Mr. Roberts will get it.

## BREAKING ASSORTMENTS.

You are not expected to break the mailing card or blotter assortment. We lately received several orders which call for ten or eleven subjects, the idea being that the assortment is to begin with February and run until December. There is no reason why it should not run the full year, beginning with February and ending with January of next year, or beginning with March and ending with February of next year. While we may be able to handle two or three orders of this kind without great inconvenience, especially if they are small orders, if we make a practice of breaking assortments we would be sure to have a quantity of some particular subjects left on hand at the end of the year. Our stock is made to print exactly twelve subjects. If we sell less, then we will have part of the assortment left over and we cannot afford to print less then the twelve. Please bear this in mind and insist on your customer taking the entire lot. Simply tell him that they are sold that way and no other way.

## HOLIDAYS DON'T COUNT.

We have received several inquiries from salesmen as to whether business secured on holidays will be counted in the contest. After mature deliberation, we have decided that it does not count, in other words, we would consider a holiday the same as Sunday. If a salesman finds it necessary or convenient to secure an order on a holiday, we will certainly accept it and pay him full commissions, but as conditions in various parts of the country differ, some salesmen will not find it possible to do business on a holiday. Others can work on New Year's Day, or Washington's Birthday, or the Fourth of July, and they are so much to the good in the way of commissions. We want to be perfectly fair with everybody, and we believe this is the only right way to handle the matter, because it would be unfair to the man who cannot do business on a holiday to count him out because someone else can do business on that day.

## QUANTITIES LESS THAN LISTED.

We have received a number of orders of late that call for quantities less than listed in handling. Usually the orders are for a few hangers, or a few large mounts in conjunction with other items. As an example, the other day we received an order calling for 300—8x14 mounts and ten 17x34 roll calendars, of the same subject. Another order received the same day called for 50—16x21 mounts, 250, 10x16 mounts, and ten 17x26 roll calendars. We have accepted the few orders of this character that have come in up to this time, but hereafter we will have to decline to supply the small quantities, particularly so when it requires a change of advertisement. We did it in the two instances referred to above.

You will notice that on most of the larger and better grades that we quote on twenty-five. We request that you make no sales for quantities less than mentioned in Hand Book.

## DAILY REPORTS.

It is surprising the number of salesmen who fail to enclose report blanks with orders. It is really of great importance that you pay particular attention to this point, as it means a lot of work in our office to make out daily report blanks which must accompany the orders before they can go through the regular office routine. To emphasize more strongly the importance of this matter, we want to say that should we for any reason fail to make out a blank you would not be given credit on our map system for having worked the town, as all records for the map system are taken from the Daily Report Blanks. It is also possible that should business come from a town that you have worked and failed to report, it would not be placed to your credit.

## OUR TICKET READER HAS A KICK.

We have had occasion to send out a number of "memoranda of error" in order blanks to different salesmen, and many orders have been greatly delayed in being put into work on account of salesmen failing to answer promptly. Of course, some of this is probably due to the fact that most salesmen are traveling at a pretty lively clip this early in the year. We ask, however, that you make it a point to give prompt attention to any of these notices you may receive, as otherwise orders are held up indefinitely, and right now we are anxious to get things running smoothly, so that we can start manufacturing 1910 goods at an early date.

## CLEVER MAILING CARD COPY.

Very often the suggestion of a clever advertising copy secures an order. At the Convention Mr. Cies told how he made poetry produce business for him, and those of you who were readers of the Review last year will remember some of the copy he furnished.

One of our customers who bought the Fery blotter series has furnished us some very good copy, which he is going to use this year. This company does business in Pennsylvania, and we would advise against anyone using it in competition with them this year, but for other parts of the country the copy suggested would be good. The first month (February) has the ordinary advertisement, but announces that this is one of a series. The following is a copy for the other months:

**32010 "Duck Hunting."**

"For a pot-shot is a knave's shot,
As the noble fowlers swear,
And a wide shot is a fool's shot,
That is wasted on the air;
But the wise shot and the true shot,
When the sportsman is the king,
Is the fair shot in the open,
With the birds upon the wing."
Phelps, Lewis & Bennett Co.,
Wilkes-Barre, Pa.

**3206 "Trout Fishing."**

"And I think, as I angle for fish,
In the hope that my hooks will attach 'em,
It's delightfully easy to fish—
But harder than blazes to catch 'em."
Phelps, Lewis & Bennett Co.,
Wilkes-Barre, Pa.

**3203 "On Guard."**

"Crowned with your horns, more king, indeed
Than human king, by strength you lead,
Till some assassin's ball shall start,
The life blood from your regal heart."
Phelps, Lewis & Bennett Co.,
Wilkes-Barre, Pa.

**3205 "Bass Fishing."**

"A three pound pull and a five pound bite,
An eight pound jump and a ten pound fight,
A twelve pound bend to your pole—but, alas,
When you get him aboard, he's a half pound bass."
Phelps, Lewis & Bennett Co.,
Wilkes-Barre, Pa.

**3207 "Crossing the Big Horn."**

"You have slain in a spirit of treason,
The Herd which Dame Nature had bred,
That murder was sport out of reason,
With the price of their blood on your head."
Phelps, Lewis & Bennett Co.,
Wilkes-Barre, Pa.

**3208 "Forging."**

"Brer Rabbit's sposed to be mighty clevah pusson,
Hi-yah! his foolish days is done!
Better git some wisdom from his mammy's second cousin,
Ef he wants to dodge the music of dat muzzle loading gun."
Phelps, Lewis & Bennett Co.,
Wilkes-Barre, Pa.

**3204 "Snipe Shooting."**

"There was a fat man from Bombay,
Smoking his pipe on a bright summer day,
When a bird called a snipe flew away with his pipe,
And vexed the fat man from Bombay."
With apologies to the dog and reader.
Phelps, Lewis & Bennett Co.,
Wilkes-Barre, Pa.

**3209 "The Open Season."**

"Oh, it's up and down the mountain's reach,
Through thicket and gorge and fen,
With never a rest in their fevered quest,
Hurry the hunter men."
Phelps, Lewis & Bennett Co.,
Wilkes-Barre, Pa.

**32011 "A Thanksgiving Dinner."**

"Oh, it's well to live high as you can, my boy,
Wherever you happen to roam,
But it's better to have ambition and strength
To take the poor wanderers home."
Phelps, Lewis & Bennett Co.,
Wilkes-Barre, Pa.

**3202 "An Unexpected Feast."**

"Like a true warrior, stoutly met,
In battle's fierce delight,
He draws his foe to death, and yet
Admires him for his fight."
Phelps, Lewis & Bennett Co.,
Wilkes-Barre, Pa.

**3201 "In the Northern Woods."**

"My heart's in the Highlands, my heart is not here,
My heart's in the Highlands, a-chasing the deer.
Chasing the wild deer and following the roe,
My heart's in the Highlands wherever I go."
Phelps, Lewis & Bennett Co.,
Wilkes-Barre, Pa.

You had better cut this out and keep it for future reference.

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## A SATISFIED CUSTOMER.

"Enclosed please find check amounting to $254.15 in full settlement of your account. Kindly acknowledge check by receipting our bill and returning to this address.

We wish to compliment you upon your work. We were in some doubt as to how our calendar would be received this year among our customers, from the very fact that we had for years used the bust of a girl as our calendar subject, and as you are doubtless aware of the fact, the trade we cater to—the architectural, stone, granite and marble workers, are severe critics in anything in the line of art. The calendars were sent out in due time and received most enthusiastically by all our customers. We have several hundred letters in our possession congratulating us and also complimenting us upon the handsome subject we gave them this year. The general manager of one of the largest railway systems in the United States, who received one of our calendars, talked with the writer over the phone, and made the statement that he never cared for a horse until he received that calendar. He never realized that a horse represented so much intelligence.

We wish you every possible success that you deserve in getting out a line of calendars—the finest of their kind we have ever seen. Sincerely yours, etc."

We might state that the subject these people purchased is "Pride of Kentucky." They have been large calendar users for a number of years, and are known to be among the most critical buyers, and the fact that we have been able to please them so well is certainly a great compliment to the G.-B. Co. The order amounted to about $250.00 last year. The order they contemplate placing this year will figure close on to $500.00, if they follow out their present intentions.

# NEWS FROM THE FIELD

## MR. CARTER JOINS THE BUCKET BRIGADE.

When sending his report in for the 19th, the report by the way amounting to $148.60, and covering four orders. Mr. Carter tells of his day's work, and how he answered the call of fire that threatened to destroy some of the property of the prospect he was selling. We are going to let him tell the story in his own words.

"I left Topeka at 7:30 A. M. on the Santa Fe for ———, and arrived there at 8:30 A. M. Went direct to the State Bank. The son of the Cashier, Mr. —— had just opened up, but the Cashier had not come down. I had a nice visit with Mr. ——, Jr., and he told me that they had looked at several lines but had not found anything to suit them. I pryed around and found out all I could from him, and finally asked him to phone his Father to come down. He came down about 9:30, and I got busy; showed them our line and they got interested right away. But, the Cashier wanted one subject, and the son wanted another. I finally got them to decide on "The Sentinel" in the 17x26 and the Jumbo for the schools and public places. When I got them where I thought they were ready to sign up, the Cashier informed me that I would have to get the President to consent before he would buy that amount of calendars. Well I went up to the President's store; saw him, and took him through the same routine, and just as he was giving his consent, a woman stuck her head in the back door and yelled "fire." Well I lost my audience. It was Mr. ——'s property that was on fire. What could I do but grab up a bucket and join the "Bucket Brigade," and help put out the fire,—it being in a small town where they have no fire company. At 11:15 we had the fire out, but my prospect was not in a good mood to allow the order to go through. There I was at 12 o'clock, and not any closer to that order than when I started at 8:30. Well I went to dinner, and got back at 12:45. When I got back Mr. ——, the Cashier, was there. He said it was no use, the President would not give his consent now. I said, "Will you agree to give your assistance in this matter?" He said, "Of course." He wanted the goods. I said "All right," and went out and got the President and the Vice President. This time I took them in to the Directors' room in the bank. I showed them what a fine advertisement the Jumbo would make in the school rooms, and what great interest they could arouse by offering a prize for the best essay written by any scholar atending school on the subject "The Sentinel." I explained to them that it would be the best advertisement that money could buy, and that their competitor would not come within a mile of them with his advertising.

Well, the order enclosed was signed at 3:30, and the Mill order was signed about 4 o'clock, as the miller is the secretary of the bank. I might add that this town did not have a white tack in the map last season.

J. M. CARTER.

## MR. CIES TERMS THE NEW DE LUXE LINE AS THE "NOBBIEST THING" OUT.

While we have received many compliments from the boys regarding the new De Luxe samples that were recently out, Mr. Cies' letter is just a little bit too good to file away without publishing.

You will note that Mr. Cies refers to the fact that he was almost skunked on the 16th, but that he managed to pull out by going back and seeing the cashier of a bank after he had practically given up work for the day, and landed a blotter order amounting to $9.00, thus giving him a clean record so far this year.

We might add that while his business for the day was but $9.00, his sales for the week were close on to $900.00, which is certainly going some.

Mr. Cies' letter follows:

"Dear Sirs:—I arrived here tonight. I have just opened my new De Luxe samples. They are the nobbiest thing out. No calendar line ever had better garnishing than these De Luxe samples give ours. I always show our other samples first, enthuse over them and get the prospect to believe as I do—that our line is far ahead of anything he will ever see, and then I take him up in the clouds and fill his eyes full of De Luxe. O how nice it is to gather them out of my case like so many frail violets, and tell my customer that they are so dainty I really have a feeling for them that I never had for the ordinary calendar, and that I imagine any lady receiving one of them would treasure them as she would the most delicate flowers on earth. Tell the boys when they take them out of their case to handle them like they were gems worth ten thousand dollars each and they were afraid of breaking them. It helps your prospect along some.

I never realized before how catching enthusiasm is. Why your customer feels like you do nine chances out of ten, and that being the case you want to do his feeling for him.

I always "tune up" of a morning, just before I start in to work; get a smile on my face as broad as a sunrise in June, and then I enter a man's place of business with a feeling that I am going to show my line to that fellow, and there'll be something doing when I do—and there is.

I went to Independence this morning and put in nearly all day. My best customers were away and it being Saturday I did not get to show my line to others I wanted to see, and as a consequence I left there this evening licked for the first time since I started out January 1, I mean Dec. 28th. I had shown the People's State Bank in C—— my calendars but they had passed a resolution not to use them next year, and I was unable to break into it. On the way down I decided I could sell the Cashier some blotters, and I immediately hunted him up, and the results are on the blue sheet enclosed.

Yours truly,

H. W. CIES.

## "GUS" IS NEARLY BUNKOED.

Mr. A. E. Gerlach, whom we all know as Gus at headquarters, tells a rather humorous story about an order that he did not get. We are going to let him tell the story in his own words:

"The other evening after dinner Mrs. Gerlach informed me that two gentlemen were at the door to place a large order with me for calendars. "By the way, Gus," said my wife, "they were here to see you this morning after you had gone." My face radiated with smiles. I met the two men, ushered them in, and I am certain they appreciated my welcome, for they planted themselves into a couple of easy chairs in such a manner as to indicate that it would take a derrick to remove them. The spokes-

man, a heavy weight of sporty appearance, introduced himself as the son of a certain race horse man famed through the United States. He introduced his companion as a horse doctor, and he looked the part. The spokesman explained that the American Turf Association intended pulling off a big race at New Orleans, and on Ladies' Day would hand out from 10,000 to 25,000 souvenir calendars. I began to see my name at the head of the sales force.

I asked him about what he wanted while showing the line, and he said, "I know all about horse racing, but when it comes to calendars, I will leave it to an expert." I felt chesty and picked out 10,000 "Alice" De Luxe as a starter, order amounting to about $2000.00. He invited me to his hotel the next day to close the deal. The doctor said little, but was a good listener.

I met them both at 1 P. M. the next day, and they insisted on my joining them in a buffet to partake of cigars and liquid refreshments. At this moment a messenger appeared with a telegram for my friend. Upon opening the same he and the doctor almost embraced.—It was a lucky tip. My new friend handed the doctor a large check to place on the race. The silent horse doctor suddenly became excited, and asked me if I was in on the deal. Your calendar order will surely be doubled when we land the coin. Right here I became suspicious, and, in fact, I was more or less skeptical from the start, but decided to see this stunt to the finish. My friend reprimanded the doctor and apologized for him, claiming he was slightly inebriated. He invited me to join him at dinner the next day at the Auditorium Annex at 1 P. M. He said—"We will hand you printed matter, and a certified check for $2000.00 on account to close the deal." "Bring the picture with you," were his last words.

It is needless to say I did not appear. A man on the West side, an old customer promised me a $20.00 order next day at the same time, and as I could not keep both appointments, I decided to go after a sure thing, and I got the $20.00 order. Am yet waiting for the order from my friend of race horse fame.

This is the greatest disappointment I have met since entering in the calendar game. Instead of telling my troubles to a policeman, I thought I would tell them to the boys, knowing I have your sympathy.

Yours hopefully,

A. E. GERLACH."

## WON'T USE CALENDARS NEXT YEAR.

How many times does the salesman meet with this statement when he calls on prospective customers. We assume that you meet it every day, and possibly many times a day. At least we receive a great many reports on calendar buyers with this notation—"Won't use next year." We wish we could have the statistics at the end of the year to show how many change their minds. The fact of the matter is, the business man who does not use a good art calendar and use it right, is not doing the fair thing by his business. You ought to convince yourself of this fact first before you try to sell any calendars at all. Then if you are thoroughly convinced yourself you have the right to expect to be able to convince the buyers.

Mr. Frank is a new man in the calendar game. On Saturday the 16th, he secured an order from a man who "won't use calendars next year," at least he said he would not. Here is what Mr. Frank said about it, and he points the moral to our remarks better than we could do it ourselves:

Who says you can't sell calendars on Saturday? After reading the Review, at noon today, it made me feel so good that I jumped on a trolley car for L——, a town of about 400 inhabitants. The first customer I met, after carrying that big new case four squares, was a bank, and here is about the conversation that ensued, after the usual comments about the weather:

"I am representing the Gerlach-Barklow Co., makers of art calendars, Joliet, Ill."

"You are the sixth calendar man that has come here since the first of the year. We are not going to put out any next year."

"Is that so? Well I am glad you have not bought anyhow, because you would have missed seeing the finest line of calendars ever made."

"Well, my father does the buying, and he is busy in the back room, and is going to leave town in a few minutes."

"Could I go back and see your father for a minute?"

"No, he is busy, but I will go back and tell him."

"That is all very well, but he will say—"Not today. I am busy." Now, Mr ——, you are not very busy yourself. Suppose you let me show you a few real fine pictures. Come on and bring the young lady along."

"Well, I will look, but we will not buy."

"That is all right. I just want to show you something fine."

In less than three minutes I had the bank covered with calendars. Every time I took out a new one they admired it more than the other. The next thing I knew Mr. "Dad" came in out of the back room, and wanted to know what all the noise was about. I introduced myself, then I went to work on him, and the finish was an order amounting to $107.80, the subjects being that magnificent series of 12x21 mounts.

After I got the order the young man told me that he would have bet $100.00 to five cents that I would not sell them. He said that I knew my business, and that I must be an old hand at the game.

HENRY FRANK.

The inspiration that comes from taking an order like that ought to carry a man along for a whole week, and it ought to help him get business where no business seems to exist. If you will just remember that every business man ought to be, and probably is, susceptible to calendar argument, you will meet the statement that "we are not going to use calendars," with Mr. Frank's remark, "I would rather hear you say that than to say, "I have bought."

## ANOTHER FEATHER IN GUS' CAP.

Among the Indians who use feathers for adornment each feather signifies a victory won or the accomplishment of some unusual feat. Gus Gerlach is a pretty good Indian himself, and he copped out a nice big feather on Saturday, the 16th, proving that it is just as easy to sell calendars in a large city on Saturday as Mr. Frank found it in a small village. The order which resulted came from a laundry, one of the largest in the city. Here is the story of the feather, and you will see that it was our De Luxe that won it:

Hugh White, who represents the Osborne Co. in Chicago, got next to the fact that this laundry was a G-B. customer, and at once went after my scalp. When I called, the young lady who is the buyer, had

been impressed by Mr. White. The Osborne house calendar was on the wall, and the salesman's own personal calendar added to the decorations.

She said the Osborne man had what she wanted, but would give me a chance before giving him the order. I was hopeful, and opened my case, and in a few minutes had her order for 1500 D3108, (which means "Alice" in the small De Luxe, price $160.00.) Last year the order was for $105.00 worth of "His Last Farewell."

The young lady begged my pardon, and I think would have embraced me if I had been a single man.

GUS GERLACH."

### MR. OSMUN BEATS OUT COMPETITION.

A trolley ride of fourteen miles landed an order for Mr. Osmun amounting to $230.00. These people up to the time Mr. Osmun sold them last year had been Osborne customers for twelve years, and when he approached them last year he felt a little bit shaky. He, however, sold them and landed them again this year, just to prove that last year's sale was not a flute, but that the G.-B. Co. have something a little better to offer.

Mr. Osmun writes as follows:

"Took a trolley ride of fourteen miles this A. M. to see this party. They bought of the Osborne Co. for twelve years up to last year when I sold them. I think I was a little nervous on going to see them. I found our competitors were after the order hard. The Cashier is very particular, and I stayed all the morning. Enclosed find order."

We might state that the order that landed this plum was "An English Fishing Village."

### "JUST AROUND THE CORNER."

Mr. Betton heeded the remark made by A. E. Gerlach at the Convention regarding his belief that there was always an order waiting for him around the corner. The result is that he landed a $57.50 order after having practically given up work for the day. His letter follows:

"This is one of Gus Gerlach's "Just Around the Corner" orders. I was just about to give up T—— as a "bad job." The banks have an unwritten law not to use calendars, and I could only see the evidence of two good users in the town. One had already bought, the other I was unable to see. It seemed impossible to interest anyone in an early order. At last I thought of Gus Gerlach's "Just Around the Corner," and this is the result.

This is also the result of being courteous to what I supposed was a mill hand, but developed into the owner's brother, and his assistance was a great help in landing the order. One of the boys used this last week, but it is good and will bear repeating."

### GLAD THEY DID NOT WAIT TO SEE OTHER LINES.

We are in receipt of a letter from the cashier of a bank in Wisconsin that Mr. Gerlach has been selling, in which they make some inquiries regarding original paintings, and incidentally state that they are not sorry they bought early. The gentleman who wrote the letter evidently realizes that if he had not placed his order early, the chances are Mr. Gerlach would have sold identically the same subject they fancied and that after waiting to see our competitors' lines they would have had to buy or take what he had left to offer. The letter follows:

"In printing our calendars we wish you to carry out as nearly as possible the enclosed slip. You told Mr.——— you sold the original paintings that you have. Have you any moderate priced ones left? If so would like to have you submit reproductions and prices.

Mr. W. was in town today and we looked over his line, and let me say, we are not sorry we bought from you, in fact, we are pleased that we did so. We think you showed us the finest line ever shown in this bank."

# A FEW BOUQUETS

A fire insurance company in Georgia writes as follows:

"Enclosed find check for $96.85 in payment of enclosed bill plus 10c exchange. Calendars are much admired, have ordered another lot for 1910, which we trust will come up to the present subject."

A wholesale cigar company in Arkansas say:

"We are highly pleased with calendars bought of you and have given your Mr. Bruce an order for 1910."

This order by the way, amounted to about $125.00.

A dealer in general merchandise in Ohio writes as follows:

"Enclosed please find check covering calendar shipment. Ours were the most sought after calendars in town, they are all gone and still we have calls. We were very careful to place one in each family. If your salesman gets here before the other fellow I can help sell possibly the whole town calendars. Respectfully, etc."

A cashier of a Wisconsin bank writes as follows:

"Enclosed please find draft for $90.70 to cover your bill of Oct. 8th for calendars and post cards furnished. We are very much pleased with the calendars, and they were greatly admired.

Yours truly."

A general dealer in Ohio writes as follows:

"Enclosed find draft in payment of calendars, we were very well pleased with them."

A dealer in office supplies and stationery in Pennsylvania sent one of his calendars to the Y. M. C. A. calendar display in Erie, Pa., and writes as follows:

"I am herewith enclosing you a letter received from Erie, Pa., in regard to the calendar I bought from you, it was shown at the annual Y. M. C. A. calendar display there. I was, myself, very much pleased with the same, and do not think that there was a better calendar, for the money given away anywhere. I could have used 200 more easily. I had some of the best people in town coming after a second one to send away to their friends, and that is surely a good advertisement for you people.

Your representative in this territory, Fred Smith, who is a local man, whom I am acquainted with

should have a good business, as a man like Mr. Smith with a line of calendars like you people put out, should have no trouble. I looked at perhaps a dozen lines last year and none of them compared with yours in price for the goods.

Assuring you of my order for this year, I remain,
Very truly yours."

You will note that this party assures us of his order for 1910; he also encloses a letter from a party who saw a copy of his calendar displayed at the Y. M. C. A.

An abstract company in Colorado writes as follows:

"I enclose you herewith my check for $63.00 to pay for the enclosed invoice, which please receipt and return. The children cry for the calendars.
Yours truly, etc."

A firm of commission merchants in San Francisco, who by the way placed an order with us amounting to $119.00, write as follows:

"We are receiving complimentary letters every day from all over the country because of the beauty of the calendar we got from you. It certainly is the handsomest thing that we have seen for many a day, and seems to have hit everybody just right. Especially those who are connected with our line of business."

A grain company in Kansas say:

"We enclose herewith your statement for calendars ordered of you recently together with our check. The calendars were very satisfactory and you will hear from us with a larger order next season."

A large mercantile company out in Montana, who by the way have been buying calendars for several years back from one of our chief competitors, have the following to say regarding the calendars we supplied them, the order amounting to $257.00:

"We are highly pleased with the calendars, and we desire to compliment you upon the excellence of the work in every particular. It is the best of six calendars of a similar style that we have issued, and as said before we are highly pleased.
Yours truly, etc."

A large carriage manufacturer in Minnesota who placed an order with us amounting to close onto $100.00, recently wrote to Mr. Beelman and he forwarded the letter to us:

"Replying to your favor of Dec. 28th, we have not as yet made up our minds as to whether we will get out a calendar for the year 1910, but would be pleased to have you drop in and see us when on your regular trip, as we always enjoy looking over your samples.

We are very much pleased with our calendars for this year and it has certainly made a hit in this city, for we find nothing that we think compared with the calendar we bought of you.

We are pleased to hear that your business was so successful in the past year and wish you a great deal better year of 1910.
Yours very truly."

A restaurant proprietor in Kansas writes as follows:

"I received the calendars and was very well pleased, they were really better than I expected for the price. Hoping that I may be able to favor your salesman with a larger order next time, I am,
Yours very truly."

A dealer in Kansas in remitting writes as follows:

"Enclosed find check to cover invoice of Nov. 17th. We will remember you for future business."

A real estate dealer in Nebraska has the following to say regarding his calendars:

"You will find enclosed draft covering calendars invoice. I am well pleased with my calendars, and hope to have your agent call on me early this year.
Thanking you for favors, I remain."

A tailor in Schnectady, New York, writes as follows:

"The calendars arrived in good condition, and am very well pleased with same. I believe they will be the making of quite a number of customers for me, in fact I have gained some already. The calendars are conceded to be one of the finest seen in this city for some time.

Enclosed please find check for $86.45.
Yours truly."

A tailor in Saratoga Springs, N. Y., writes as follows:

"Enclosed please find money order in payment of calendar bill. I want to say I am well pleased with calendars, and will give your agent an order for 1910."

A brewing company write as follows:

"We enclose herewith our check for $66.75 in payment of our account. Our supply of calendars did not quite hold out and if you can get 50 additional calendars to us promptly, we would appreciate it very much to have you ship them at once.

Everyone speaks very highly of the calendars."

Needless to say we shipped the 50 additional calendars promptly.

An abstract loan and real estate agent writes as follows:

"Enclosed herewith I hand you draft in payment of shipment of calendars. I am delighted with them as is everybody who sees them, and hope they may prove a profitable method of advertisement.

I hope you will pardon the delay in sending this remittances, but I was called away from my office on account of serious business and have just returned today.
Yours truly."

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## A FEW MORE HOUSE CALENDAR BOUQUETS

We have not the space to publish many of the splendid letters we are receiving complimenting us on the house calendar, therefore, have picked out simply a few at random that look pretty good.

**An Illinois Dealer in Implements and Wagons** says—What will 100 calendars No. 401 "Lincoln in '61" cost us with our card printed thereon? We received one of these calendars this A. M., and like it very much, although we have bought for this season.

**State Manager of Insurance Co.** says—We are this morning in receipt of your calendar, and must say we are much pleased with it. Please accept our thanks.

**An Ohio Engineering Co.** write as follows:—Beg to acknowledge receipt of your handsome calendar for 1909. We feel fortunate in being on your mailing list, and wish to thank you for remembering

us. Hoping you will receive your share of the good times due for 1909, we remain, etc.

**Insurance Underwriters of St. Paul** write as follows: —We have received your calendar and want to compliment you. It is one of the most beautiful we have received this far this year.

**A Wisconsin Lumber Co.** writes—We thank you for your courteous remembrance to us in the form of your beautiful Lincoln calendar. It is a magnificent specimen of art and we congratulate you upon the issue.

**A Lumber Company of Duluth, Minn.** says—We are just in receipt of your 1909 Calendar entitled "Lincoln in '61," for which please accept our thanks.

Assuring you that this fine reproduction of a subject which cannot fail to interest all true Americans, will occupy a prominent place in our office this year, we remain, etc.

**A Bank in Minnesota** writes—Wish to acknowledge receipt of the beautiful calendar we received this date, and thank you for same. We have placed Mr. Lincoln where only our most appreciated calendars are hung, and am sure we will be reminded of both the present and the past.

**A Bank in Pennsylvania** express their opinion as follows—Accept our thanks for calendar received this day. The subject "Lincoln" appeals to every true citizen.

**A Lumber Co. in Pennsylvania** writes—We are in receipt of your beautiful Calendar "Lincoln in '61," and thank you very much for same. It is a very artistic piece of work.

**Piano Dealers in Pennsylvania** say—We are in receipt of your beautiful calendar. Many thanks for the beautiful piece of art.

Wishing you success in the great business which you have taken up, we are, etc.

**A Dealer in Marble and Granite in Pennsylvania** writes—I have just received your Lincoln calendar which I assure you I appreciate very much and will keep it in a prominent place during the year, and if possible to keep it clean at the close of the year will have the picture framed.

I want to congratulate you on your success in this calendar, and thank you for the same. Wishing you a prosperous year, I am, etc.

**A Live Stock Commission Co. in Kansas City, Mo.** write as follows:—We beg to acknowledge receipt of your beautiful calendar for 1909, which we received yesterday in good condition. It is certainly a fine piece of art and you are to be complimented on the high class of work you turn out.

We will hang this calendar in a conspicuous place in our office, and will try and let it hang there throughout the year of 1909 unless some petty thief should carry it off.

Again thanking you for same, we are, etc.

**A Packing Company in New York** write—We beg to thank you very kindly for the copy of the 1909 calendar received in our mornings mail. It is certainly a very handsome and patriotic design and we will be pleased to give it a prominent position in our office, that it may be a daily reminder of your output, and should we in the future require advertising of this description we shall certainly take the matter up with you.

Again thanking you, etc.

**A Bank in the State of New York** express their opinion as follows—We received as the compliments of your institution a most attractive calendar for 1909.

We wish to thank you very much for the same, and congratulate your company on the work on this calendar as a work of art.

Once more thanking you for the calendar and wishing your company every success for 1909, we are, etc.

**A Laundry Company in Pennsylvania** say—Your calendar received for which please accept our thanks. It is the finest piece of work the writer ever saw on a calendar, and it has a conspicuous place in our office.

**Dealers in Pressed Brick in Pennsylvania** write as follows—We desire to acknowledge receipt of your house calendar for 1909, and will give same a place on the walls of our office. The subject is a very inspiring one and has especial significance during the present year.

**A Bank in Kansas** writes—We beg to acknowledge receipt of your calendar "Lincoln in '61," recently sent to this bank, and to thank you for it. We admire this picture very much.

**A Hardware, Sporting Goods, Cut Glass and Silverware Co. in Michigan** say—We desire to thank you for the beautiful calendar you sent us. It is certainly a work of art.

**A Silk Manufacturer in St. Paul, Minn.** writes as follows—Beg to acknowledge receipt of your very handsome calendar entitled "Lincoln in '61." It is a beautiful piece of work and reflects great credit on the producers. Thanking you, etc.

**A Sand and Gravel Co., Ohio,** have the following to say—We received your beautiful calendar today for which please accept our thanks.

Wishing you success for 1909, etc.

**A Printer in Wisconsin** says—Many thanks for your beautiful calendar. It is certainly a work of art, and I think the handsomest thing of the kind I ever saw.

**A Hardware and Building Lumber Co. of Louisville, Ky.** write as follows—We want another copy of your 1909 calendar, and are enclosing fifty cents as per the notice on the back of the one you sent us. It comes rather high but we want another one.

**A Real Estate Co. in Colorado,** write—We acknowledge receipt of your calendar. It is surely a work of art, and among a large number that we have received, it is in our judgment superior. Thanking you, etc.

**A Grain and Coal Dealer in Cincinnati** says—Your calendar for 1909 received. **It is a beauty.**

The subject is one that will appeal to everyone and that will hang a life time.

The coloring is soft, yet clean and distinct, even to the cardboard on which it is mounted, as is also the calendar pad. It is truly a work of art, and I prize it highly. Thanking you for remembering me, etc.